

UNITED STATES  
AND FOREIGN  
COPYRIGHTS

PATENTS  
AND  
TRADE-MARKS

**A** COPYRIGHT

WILL PROTECT  
YOU FROM PIRATES.

And make you a fortune. If you have a  
PLAY, SKETCH, PHOTO, ACT,  
SONG or BOOK that is worth anything,  
you should copyright it. Don't take  
chances when you can secure our serv-  
ices at small cost. Send for our **SPECIAL**  
**OFFER TO INVENTORS** before applying for  
a patent, *it will pay you.* **HANDBOOK on**  
*patents sent* **FREE.** We advise if patenta-  
ble or not, **FREE.** We incorporate  
**STOCK COMPANIES.** Small fees.  
Consult us.

**WORMELLE & VAN MATER,**  
Managers,  
Columbia Copyright & Patent Co. Inc.,  
WASHINGTON, D. C.

WEB 2.0

Re-THINK



AUTHORSHIP

WEB 2.0

Re-THINK



IDENTITY

WEB 2.0

Re-THINK

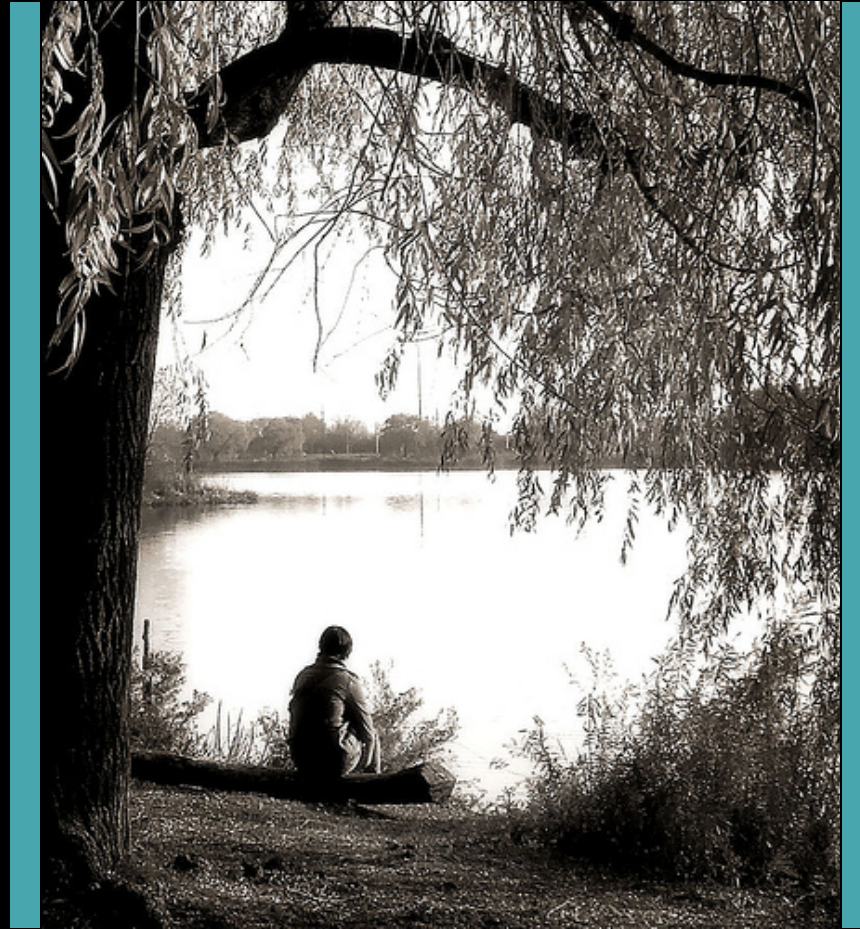


ETHICS



WEB 2.0

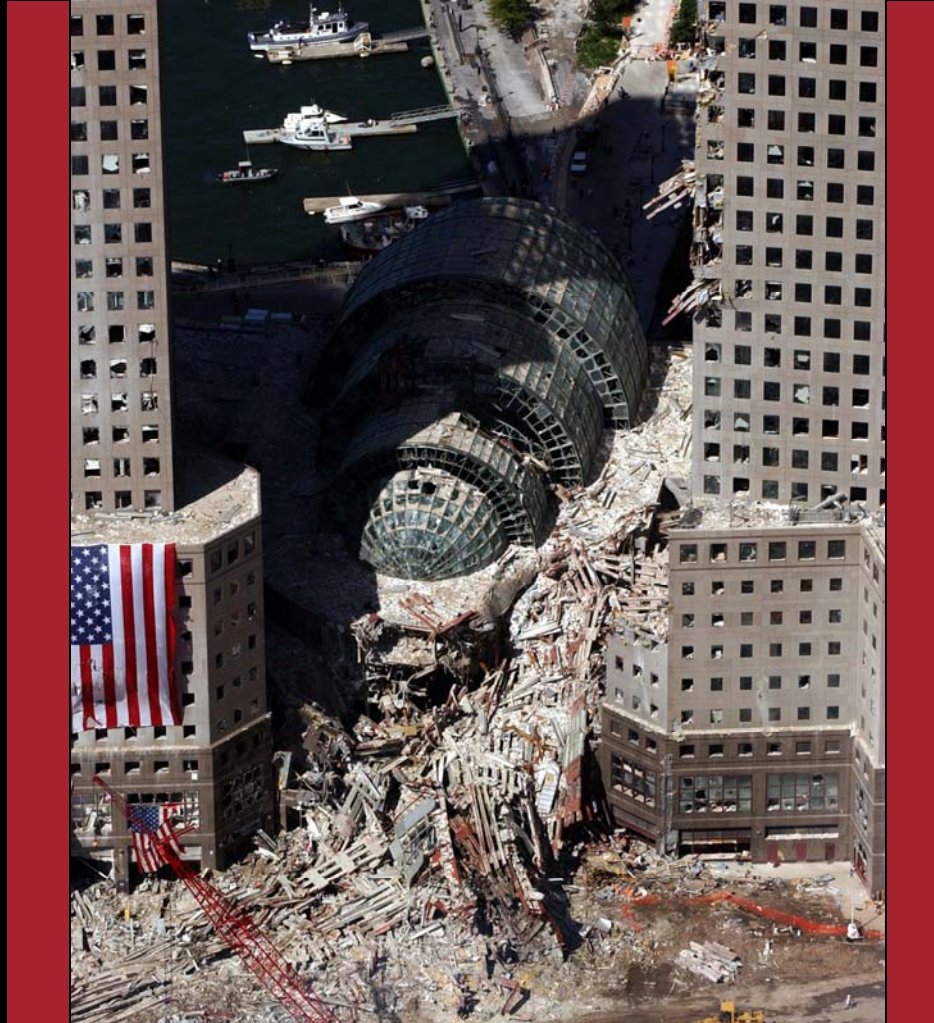
Re-THINK



AESTHETICS

WEB 2.0

Re-THINK



RHETORICS



# WEB 2.0

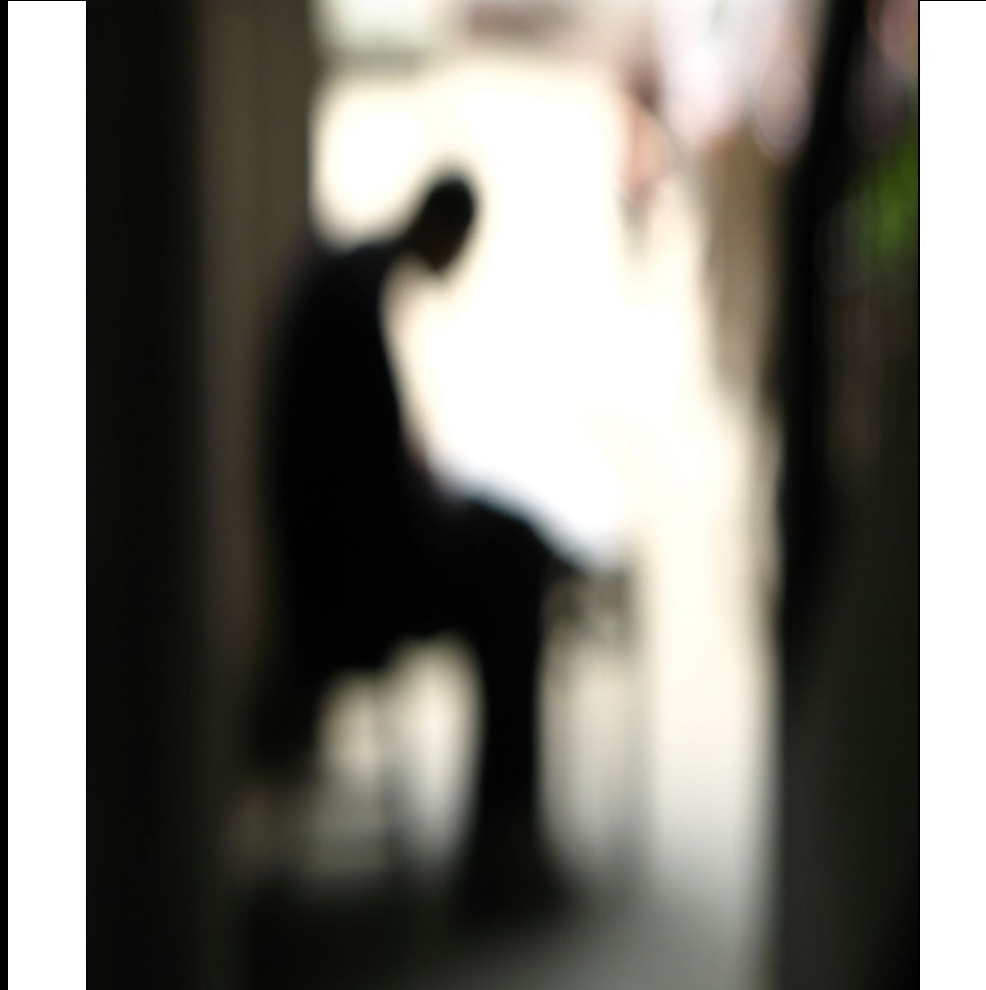
# Re-THINK



# GOVERNANCE

WEB 2.0

Re-THINK



PRIVACY



WEB 2.0

Re-THINK



COMMERCE

WEB 2.0

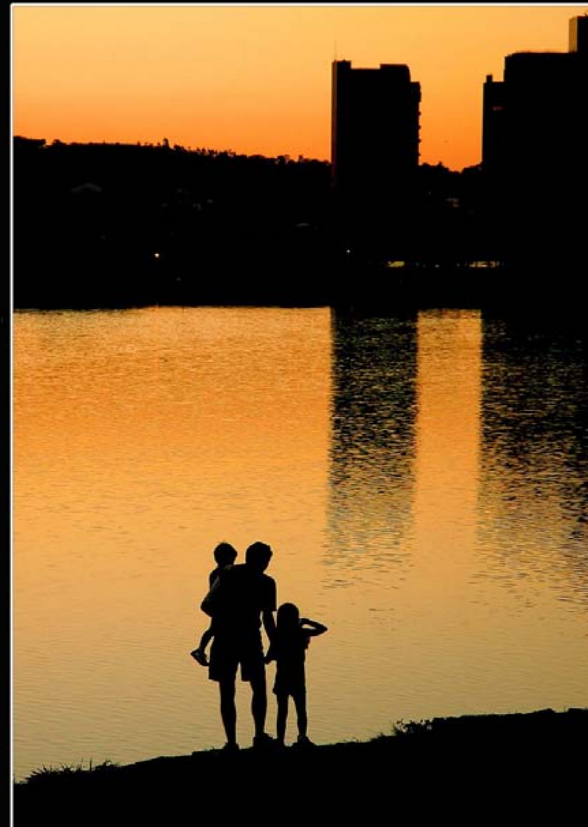
Re-THINK



LOVE

WEB 2.0

Re-THINK



Rodrigo Moraes

FAMILY



WEB 2.0

Re-THINK



OURSELVES



## Resources of Images in Order of Appearance

- Image: "A copyright will protect you from PIRATES" by Ioan <http://www.flickr.com/photos/biwook/145765624/>
- Image: "Thailand" by babasteve <http://www.flickr.com/photos/babasteve/272215042/>
- Image: "thinking" by baboon™ <http://www.flickr.com/photos/baboon/110993877/>
- Image: "But Not For Me" by Bluenot3 <http://www.flickr.com/photos/bluenot3/462904366/>
- Image: "quiet I'm thinking" by jgrantmac <http://www.flickr.com/photos/grantmac/292262245/>
- Image: "WTC 9/11" by slagheap <http://www.flickr.com/photos/slagheap/132105410/>
- Image: "Paris Riots #2" by Tito Slack <http://www.flickr.com/photos/titoslack/114128270/>
- Image: "Melancholy" by doskoi <http://www.flickr.com/photos/doskoi/473603391/>
- Image: "City of Los Angeles made in India" by Fire Monkey Fish <http://www.flickr.com/photos/mmewuji/189813379/>
- Image: "ángel desolado" by · Juampa Giusepponi <http://www.flickr.com/photos/aracnofobia/526543199/>
- Image: "" by Rodrigo Moraes <http://www.flickr.com/photos/digomoraes/217963584/>
- Image: "Parade crowd! I'm in this picture!" by mcclouds <http://www.flickr.com/photos/miparnell/59829525/>

Special Thanks to Michael Wesch, Associate Professor at Kansas State University whose “**Web 2.0 The Machine is Us/ing Us**” serves as a great source for re-thinking.

<http://www.youtube.com/watch?v=6gmP4nk0EOE>